

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Public Health	(2) MEETING DATE 9/16/2014	(3) CONTACT/PHONE Penny Borenstein / 781-5519	
(4) SUBJECT Request to approve a renewal agreement (Clerk's File) with the State Office of Traffic Safety for one year (October 1, 2014 through September 30, 2015) in the amount not to exceed \$192,000 to fund the Injury Prevention Program and a one-year extension of a full-time Limited Term position funded by this grant to September 30, 2015. All Districts.			
(5) RECOMMENDED ACTION It is recommended that the Board: <ol style="list-style-type: none"> 1. Approve the one-year renewal agreement with the State Office of Traffic Safety for Federal Fiscal Year 2014-15 (October 1, 2014 through September 30, 2015) in the amount not to exceed \$192,000 to fund the Injury Prevention Program; 2. Approve a one-year extension for a Limited Term 1.0 FTE Health Education Specialist funded by the renewal grant, to September 30, 2015; and 3. Authorize the Health Agency Director or designee to sign any amendments to the agreement that do not increase the level of General Fund Support. 			
(6) FUNDING SOURCE(S) Federal	(7) CURRENT YEAR FINANCIAL IMPACT \$192,000.00	(8) ANNUAL FINANCIAL IMPACT \$192,000.00	(9) BUDGETED? Yes
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. ____) <input type="checkbox"/> Board Business (Time Est. ____)			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input checked="" type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input type="checkbox"/> N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: N/A <input type="checkbox"/> 4/5 Vote Required <input checked="" type="checkbox"/> N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY <input type="checkbox"/> N/A Date: <u>8/27/2013</u>	
(17) ADMINISTRATIVE OFFICE REVIEW Reviewed by Leslie Brown			
(18) SUPERVISOR DISTRICT(S) All Districts			

County of San Luis Obispo



TO: Board of Supervisors

FROM: Jeff Hamm, Health Agency Director
Penny Borenstein, MD, MPH, Health Officer

DATE: September 16, 2014

SUBJECT: Request to approve a renewal agreement (Clerk's File) with the State Office of Traffic Safety for one year (October 1, 2014 through September 30, 2015) in the amount not to exceed \$192,000 to fund the Injury Prevention Program and a one-year extension of a full-time Limited Term position funded by this grant to September 30, 2015. All Districts.

RECOMMENDATION

It is recommended that the Board:

1. Approve the one-year renewal agreement with the State Office of Traffic Safety for Federal Fiscal Year 2014-15 (October 1, 2014 through September 30, 2015) in the amount not to exceed \$192,000 to fund the Injury Prevention Program;
2. Approve a one-year extension for a Limited Term 1.0 FTE Health Education Specialist funded by the renewal grant, to September 30, 2015; and
3. Authorize the Health Agency Director or designee to sign any amendments to the agreement that do not increase the level of General Fund Support.

DISCUSSION

The California Office of Traffic Safety (OTS) provides federal funding from the National Highway Traffic Safety Administration (NHTSA) to support traffic safety grants to state and local agencies to reduce traffic deaths, injuries and economic losses. All grants are for a one year period, following the Federal Fiscal Year (FFY) from October 1 to September 30.

The OTS grant is a cooperative effort between Public Health and Behavioral Health. There are four focus areas of the grant.

The first three focus areas are to be addressed by Public Health, dedicating a 1.0 FTE Health Education Specialist position in the amount of \$112,000 (includes salary and benefits, as well as program supplies, travel etc.). Specific projects are as follows:

- Child Passenger Safety - According to the National Highway Traffic Safety Administration (NHTSA), "car crashes are the number one killer of children 1 to 12 years old in the United States. The best way to protect them in the car is to put them in the right seat, at the right time, and use it the right way." Car accidents are not only the leading cause of death in children, but also are a major cause of permanent brain damage, epilepsy and spinal cord injury. A sudden stop at 30 miles an hour can have the same force on a child's brain and body as a fall from a three-story building. This grant continues free car seat distribution and education for low income residents. Our target population for the fitting and distribution of seats is families less than 200% of the federal poverty level, which is 28% of the population of our county. We plan to continue to work with community based organizations to promote proper child safety seat use. In addition, we will reach out to kindergarten classes countywide to offer

educational presentations on booster seat use, and will develop messaging relative to the consequences of leaving children unattended in or around vehicles.

- **Pedestrian Safety** – According to the California Department of Aging, San Luis Obispo County is experiencing a 100-149% increase in the population aged 60 and over and a 200-299% increase in elderly 85 and over. At the same time, 40% of County residents live in rural areas and most of these areas lack infrastructure such as sidewalks and street lights, creating unsafe pedestrian conditions. According to 2010 OTS data, San Luis Obispo County ranks 4th in the state for the number of pedestrians over 65 who are injured or killed in accidents. In addition to seniors, other providers who serve high risk populations, including those serving the mentally ill and those serving people with developmental disabilities, also have clients who walk extensively and/or rely on public transportation. Public Health adapted a NHTSA pedestrian safety curriculum, “Watching Out for Us”, and will offer it to the community and will also do walking audits and work with transportation safety engineers to make high collision areas safer for pedestrians.
- **Bicycle Safety** – While bicycle infrastructure across the county has been improving in recent years, expansion of bicycle education services has failed to keep up with the increase in ridership. People who learn the rules of safe and legal cycling on their own inconsistently apply traffic safety principles and consequently become involved in collisions resulting in injury or death. San Luis Obispo is ranked 9th in the state for bicyclists killed or injured over the age of 15. Pre-hospital care data from the County Emergency Medical Services Agency (EMSA) shows that only 15% of bicyclists ages 13-25 were wearing helmets during bicycle crashes needing EMS responders. Cal Poly San Luis Obispo has reported that college students who ride to campus have been involved in an increased number of traffic collisions resulting in head trauma. Across all age groups in the county, EMSA data has found that only 48% of individuals were wearing a helmet. We want to reverse the trend of 100+ yearly bicycle injuries countywide. We plan to offer school assemblies, bike rodeos and educational classes to school children, students at Cal Poly, and adults in communities where bike education is currently not offered.

The fourth focus area is to be implemented by the Behavioral Health Department dedicating a 1.0 FTE Drug and Alcohol Specialist position in the amount of \$80,000, funding the following:

- **Alcohol and Drug Outreach** – According to the most recent California Healthy Kids Survey (CHKS), 26% of San Luis Obispo (SLO) County 11th grade students report binge drinking in the past thirty days, compared to 22% of their peers across the State. Of those SLO County students, 13% report binge drinking 3 or more times in those past thirty days. This same data shows the increase in alcohol and other drug use as SLO County students get older. From 7th grade to 11th grade, there is a 41% increase in alcohol use (39% in the State) and 35% increase in marijuana use (29% in the State). SLO County students who self-identified as a “heavy drug user” increased from 3% in 7th grade to 15% in 11th grade. Regarding excessive use of alcohol, 42% of SLO County 11th graders reported ever being “very drunk or sick from drinking alcohol,” compared to 39% of their peers in the State. It is recognized that the presence of two colleges in the County has a significant influence on the alcohol and drug trends of SLO teens. CHKS data shows that the schools closest to both colleges report a higher student use of alcohol and marijuana compared to teens in the County and the State overall. In the past thirty days, 36% of 11th graders have had at least one drink of alcohol (compared to 33% in California), and 29% of 11th graders have used marijuana (compared to 21% in California). This CHKS data indicates the need for more drug and alcohol outreach efforts in high schools with a stronger focus on certain SLO County schools because of their higher percentages of reported drug and alcohol use. Public Health will partner with the Drug & Alcohol Services Prevention Team to provide alcohol and other drug outreach, and youth development activities for youth and young adults in high school and college.

With this continued funding, we ask that the limited term positions remain on the PAL until the grant expires September 30, 2015 in FY 2015-16.

OTHER AGENCY INVOLVEMENT/IMPACT

An Injury Prevention Coalition meets quarterly at the Public Health Department and includes representatives from the California Highway Patrol, the San Luis Obispo Police Department, both SLO City hospitals, the Department of Social Services, and numerous non-profits. The Coalition will assist with grant oversight. ALPHA, a local non-profit that serves low-income pregnant women, will be a sub-contractor in the grant and will assist with car seat education and distribution. The SLO Bicycle Coalition will also be a sub-contractor to assist with bike safety and bike rodeos. Behavioral Health staff will collaborate with Public Health staff to ensure that grant deliverables are met.

County Counsel has approved the renewal agreement as to form and legal effect.

FINANCIAL CONSIDERATIONS

The agreement includes total funding not to exceed \$192,000. The table below reflects the total amount allocated in FFY 2013-14 compared to the new FFY 2014-15 amount. The minor increase in funds allocated to Public Health in FFY 2014-15 will offset travel and service and supply costs.

	FFY 2013-14	FFY 2014-15
Public Health	\$106,000	\$112,000
Behavioral Health	\$80,000	\$80,000

Public Health and Behavioral Health's FY 2014-15 budgets include expense and revenue for this program. Approval of the renewal agreement will not increase the level of general fund required for the Health Agency.

RESULTS

Objectives for the 2014-15 grant, as well as progress on activities for 2013-14, include:

Objectives FFY 2014-15	Progress FFY 2013-14, as of June 30, 2014
To properly fit and distribute 300 free child safety seats to low income families, and to check an additional 100 seats.	258 free child safety seats have been fitted and distributed by a Child Passenger Safety Technician. An additional 251 seats have been checked for community members who owned their own seats.
To conduct 8 highly publicized child safety seat checkups to promote correct usage impacting 200 parents or caregivers.	Ten child safety seat checkups have been held, impacting 214 families.
At least six kindergarten classes will be visited, reaching 125-150 children, educating them about booster seat use. Educational materials will be sent home to parents.	Nine kindergarten classes were visited, reaching 220 students and their families.
Five people will be recruited as NHSTA car seat technicians.	Four people have been trained as NHSTA car seat technicians.
To conduct at least 12 pedestrian safety presentations impacting 250 people.	Nineteen pedestrian safety presentations have been given, reaching 220 seniors, mental health clients, and people with disabilities. In addition, two walking audits were conducted at low-income senior apartment complexes.
Four bike rodeos will be held impacting over 300 children and parents, including bike safety education and the importance of wearing helmets.	Four bike rodeos took place reaching 280 children and their families.
Ten bike safety assemblies will be held at schools with >50% free or reduced lunch, reaching over 3,000 students. One hundred free helmets will be fitted and distributed to students in need.	Five bike safety assemblies were held in schools from around the county reaching about 2,300 students. One hundred helmets were distributed to children in need.
Eight Friday Night Live (FNL) Chapters (7 high schools and one college) will develop an impaired-driving and traffic safety program for the school year.	To date, the FNL Program has reached over 6,500 students and 800 adults with their impaired driving and traffic safety campaign.

The Office of Traffic Safety grant will provide coordination, collaboration, and education to others in the community about the importance of child safety seats, pedestrian and bicycle safety, and the dangers of driving under the influence,

targeted at youth and young adults. The efforts will also help achieve the County's vision of a Healthy and Safe Community.

ATTACHMENTS

1. Clerk's File Statement for the renewal agreement with the State Office of Traffic Safety.